

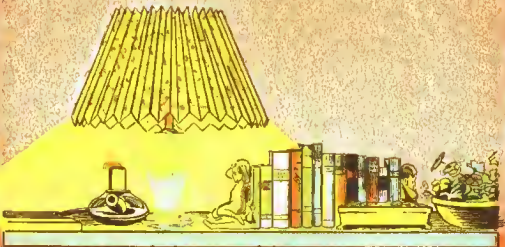
AD-EL-ITE

NAPLES VELVET FINISH



*Walls of
distinctive
beauty*

107 Fourth St. E. J-2051



ADAMS & ELTING CO.

CHICAGO

LONG ISLAND CITY

KANSAS CITY

NAPLES VELVET FINISH

A Beautiful Flat Interior Finish



In the decorative treatment of walls, flat paint with that soft, velvety, smooth effect, to a great extent, has gradually superseded all other types of interior finishes, yet all such paints are not exactly alike.

Only the best raw materials are put into Naples Velvet Finish. It is neither an oil paint nor is it an enamel, but a beautifully balanced combination of the two, the result being a washable finish of exquisite beauty.

It flows like an oil paint and properly applied spreads well without laps or brush marks. Any number of coats may be applied without danger of producing a glossy finish. It will not peel or check if applied to surfaces in proper condition to receive it.

An excellent combination sealer and first coat is provided by mixing the desired color half and half with AD-EL-ITE Paint and Varnish Oil, No. 4987. This sealer is particularly recommended to overcome the difficulties arising from the porosity of new plaster walls.

NAPLES VELVET FINISH by reason of its splendid qualities has for many years had the endorsement of leading architects, master painters and decorators throughout the country. The quality of the finish and the rich restful shades appeal to those seeking something just out of the ordinary.

Aside from delicate single shade effects it is also possible with NAPLES VELVET FINISH to secure highly decorative two-tone effects; especially is this true in the treatment of paneled walls. The wall surface outside the panel may be painted a single shade, while that on the inside may be finished in a mottled or glazed design of two or more colors.

The number of decorative effects is almost unlimited and the new shades shown herewith are very popular.

NAPLES VELVET FINISH makes an ideal undercoat for enamel on woodwork or metal, especially if one-fourth part of enamel is added to it. It makes an excellent undercoat for AD-EL-LITE Radiator Enamel or the radiator may be entirely finished with the flat paint. In this manner radiators may be painted to harmonize with the walls and woodwork.

NAPLES VELVET FINISH will cover on smooth walls from 200 to 250 sq. feet per gallon, two coats. •

Mottled or Light Stippled Effects

Apply a foundation coat of the color wanted for the background and allow to dry. Select the shade or shades to bring out the desired color effects.

To secure the mottled finish a sponge, crumpled piece of newspaper or stippling brush may be used. Should a wool sponge be employed it should first be washed and dried. Then slice off a portion with a knife and wring out in water.

Pour some of the color on a piece of tin or cardboard and rub the flat side of the sponge in the paint. Then tap the sponge on a piece of dry paper until the sponge is merely moist. Too much paint on the sponge will blur the finish while an uneven print that is too light is the result when the sponge is too dry.

The color is then applied to the wall by lightly pressing the flat surface of the sponge over the foundation coat. Be careful not to overlap the design on the wall.

A crumpled ball of newspaper used in the same manner will also give excellent results.

NAPLES VEL



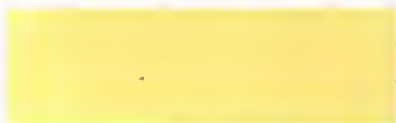
901 Ivory



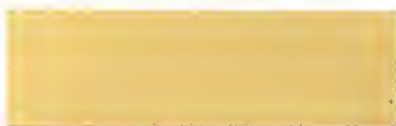
902 Cream



903 Light Buff



904 Medium Buff



905 Light Tan



906 Golden Yellow



907 Golden Brown



908 Cocoa Brown

Also made in White, L

VET FINISH



909 Delicate Green



910 Medium Green



911 Pink



912 Light Blue



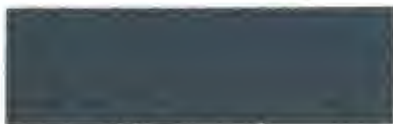
913 Light Gray



914 Pearl Gray



915 Orchid



916 Delft Blue

Black, and Red Toner



Directions for Naples Velvet Finish

Open the can and pour off the liquid into a separate container. Stir the contents of the heavy pigment up thoroughly first;—then add the liquid gradually while stirring at the same time. Pouring the paint from one can to another several times insures a thorough and uniform consistency.

New Work:

For new plaster walls a good sealing coat of paint must be applied. Use either AD-EL-ITE Mezzo-Tone Primer or a mixture of equal parts of AD-EL-ITE Paint and Varnish Oil No. 4987 and Naples Velvet Finish. After the walls are thoroughly sealed with the first coat and suction spots stopped apply Naples Velvet Finish as it comes from the can. If thinning is necessary use turpentine.

Old Work:

Wash the walls first thoroughly to remove dirt, grease and other substances with a good paint cleaner or soap and water. All cracks in the walls should be carefully filled and then apply Naples Velvet Finish as it comes from the can.





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